



1 Centennial Square  
Victoria, BC V8W 1P6

E [grants@victoria.ca](mailto:grants@victoria.ca)

# 2015 Strategic Plan Grant Application Form

## How to Apply:

1. Complete **Application Form** in its entirety and send to [grants@victoria.ca](mailto:grants@victoria.ca)
2. Assemble **Eligibility Documentation**

Attach the following *required* documentation to ensure eligibility and completion of the 2015 Grant Application Form.

- x- Society or Charity confirmation – Provide society number and Certificate of Good Standing or Charity Registration Number and CRA Canadian Registered Charities details page showing charity status as **registered**
- x- Annual Report and Financial Statements – organization's current filed documents with the Registrar of Companies as required by the BC Society Act

## SECTION 1. CONTACT INFORMATION

Organization Name: Home is Where we Live- LifeCycles Project Society

Mailing Address: 1-625 Hillside Ave.

Contact Person: Maurita Prato

Email: maurita@lifecyclesproject.ca

Telephone: 250-383-5800

Website: www.lifecyclesproject.ca

## SECTION 2. ORGANIZATION INFORMATION

Are you registered under the *Society Act*? ☒ Yes Society Registration Number: \_\_\_\_\_

Are you a registered Charity? ☒ Yes Charity Registration Number: #89120 0743 RR 0001

### Organization mission/mandate:

LifeCycles cultivates community health from the ground up by connecting people, the food they eat and the land it comes from. We support people in gaining the knowledge, skills and resources they need to access or grow their own food in a way that fosters biodiversity and enhances our urban environment. At LifeCycles we envision a world where all people participate in vital communities that co-create and celebrate abundant, healthy, local food and food systems.

### Brief history and role in benefitting residents of Greater Victoria:

LifeCycles has been cultivating communities for 21 years. In 2014/15, with the help of over 471 volunteers and 112 community partners and local businesses, we touched the lives of more than 28,783 people, working in depth with more than 2,525 individuals through our projects and programs.

LifeCycles' roots begin in 1994 in the soil of an international youth exchange in Santiago, Chile. Together, we identified a common need to spread awareness about food issues, and to get youth active in the promotion and creation of food gardens in urban areas. With a growing understanding of the links between globalization, the corporatization of food systems, environmental degradation, and structures of human inequality, the founding members of LifeCycles decided to act. Among LifeCycles' first projects were community gardens tended by youth, whose harvests supplied local soup kitchens. It is from these beginnings that Lifecycles has grown. Our programs have always sought to address systemic and interconnected issues such as urban sustainability, poverty, and health and nutrition by offering practical, accessible, and hopeful solutions in Greater Victoria. The majority of our work is with vulnerable populations in the urban context.

LifeCycles continues to be on the forefront of food security issues and solutions in Victoria. We are the largest food literacy organization in Victoria, having substantial impact through our programs and vast networks. Our current programs, all run within Greater Victoria, include:



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1. Growing Schools - hands-on garden education on school grounds throughout the seasons.
2. Fruit Tree Project- fruit and produce gleaning and redistribution program.
3. Victoria Seed Library- public seed access, exchange, saving, and education program.
4. Community Food Project- building skills capacity through garden creation, urban agriculture, community kitchens, and food preservation.
5. Welland Legacy Orchard- maintenance and public programming in a half-acre public heritage orchard.
6. PEPÁKEN HÁUTW, garden education and native plant propagation program for all students at ŁÁU, WELNEW tribal school.

How many paid staff at organization? Full Time: 2 \_\_\_\_\_ Part Time: 10 \_\_\_\_\_

How many volunteer staff at organization? 1 staff (471 organizational volunteers) Total volunteer hours: 4225 hrs/yr

## SECTION 3. ORGANIZATION FINANCIAL INFORMATION

What is the organization's annual budget? \$356, 874 (2014/15 Actuals), \$427, 652 (2015/16 Projected)

What other sources of funding do you receive and how is it used? **(This chart indicates confirmed funds for our current fiscal year 2015/16)**

Source	Total Funding	Use
Victoria Foundation	\$40, 000 (ends in mid August)	Social Enterprise and Fruit Tree Project – Funding ends mid August
Town of View Royal	\$8, 500	Welland Legacy Orchard Programing
Municipality of Saanich	\$10, 000	Seed Library, Community Food Program
United Way	\$60, 000	PEPÁKEN HÁUTW (\$20, 000), Community Food, Seed Library, Fruit Tree Project (\$40, 000)
BC Gaming	\$30, 000	Operations, where needed
Vancouver Foundation	\$15, 000	Seed Library
VanCity (through partnership with WSAANIC school board)	\$8, 000	PEPÁKEN HÁUTW
TD Friends of the Environment	\$12, 000 (multiple intakes some pending)	Seed Library, Fruit Tree Project
Telus	\$20, 000	Eat, Laugh, Learn project
Environment Canada	\$15, 000	Seed Library, Community Food Project
HRDC	\$9, 600	Summer Students (Office and Fruit tree project)
BC Housing	\$24, 000	People, Plants and Homes Project
Luna Trust	\$10, 000	Communications, Professional Development-Staff retention fund
VIHA	\$30, 000	PEPÁKEN HÁUTW
Social Enterprise/Fee for Service	\$40, 000 (some pending)	Growing Schools, Fruit Tree Project
Donations and grants \$5K and under	\$40, 000 (some pending)	Operations, Fundraising, Events, Communications, Cross Program



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Has the organization filed for bankruptcy or currently seeking credit protection?

☒ No

## SECTION 4. PROJECT OR PROGRAM INFORMATION

Project or program title: Fruit Tree Project – City of Victoria

### Brief description of the project or program and why the grant is needed.

The Fruit Tree Project harvests fruit that would otherwise go to waste and redistributes the bounty to our community. Last year the project brought in and redistributed 32,061 lbs of fruit with 168 volunteers, who put in 1059 volunteer hours. We provided fresh, local fruit to more than 15,744 food insecure people in Victoria, delivered 30 food preservation workshops, and reached over 25,550 individuals.

This 17-year-old project links people who have surplus produce in their yards with people who have the willingness and ability to harvest it, and then delivers the produce to people and community groups that do not have access to fresh produce. Volunteers harvest fruit from private trees that would otherwise go to waste. Fresh cherries, plums, apples, pears and other fruits and vegetables are then distributed through community centres and food banks, shared among volunteer pickers and tree owners, and used in value-added products whose sales help support the Fruit Tree Project.

With current trends towards drought conditions in the region and larger global issues threatening fruit tree production, the Fruit Tree Project is also working with GRAFT (growing regionally adapted fruit trees) and our Welland Orchard program, to create fruit tree care workshops and educational materials free to the public. As well, the project is using Fruit Tree Project scion wood to graft onto rootstock in order to create a community nursery. Saplings from the nursery will be redistributed and planted in backyards and boulevards across Greater Victoria to ensure fruit trees forever in the region.

This coming year will represent a new challenge to the Fruit Tree Project, as the project enters a period (as of August 2015) without core funding from a past reliable funder. The Fruit Tree project is seeking funding from the city, at the height of our season, to help bridge us during this time of shift. Past funding has supported us in developing and strengthening our social enterprise, which will be seeing its first year of implementation in its new form this season. We see our social enterprise component strengthening the project long term, but still require core support, particularly during this transition.

It costs LifeCycles just over \$40,000 to run the Fruit Tree Project from August to December. If we include fruit tree care educational materials and workshops, and a much needed update of our 'pick site' technology, the costs are an additional \$10,000- \$15,000. We are requesting \$30,000 from the city which would allow our organization to meet these goals and help stabilize the project into the future.

Does this project or program impact public space?

☒ NO

Please select the Strategic Plan Objective that the project or program aligns with or supports (for further explanation of objectives, please read the full text of the Strategic Plan found at <http://www.victoria.ca/EN/main/city/corporate-strategic-plan.html>). Check off as many as is appropriate.

☒ Innovate and Lead

☒ Engage and Empower the Community

☐ Strive for Excellence in Land Use

☒ Build Financial Capacity of the Organization

☐ Create Prosperity through Economic Development

☒ Make Victoria More Affordable



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X Facilitate Social Inclusion and Community Wellness

X Enhance and Steward Public Spaces, Green Spaces  
and Food Systems

Complete a Multi-modal Active Transportation Network

Nurture Our Arts, Culture and Learning Capital

X Steward Water Systems and Waste Streams Responsibility

X Plan for Emergencies Including Climate Change Short and  
Long Term

X Demonstrate Regional Leadership

**Explain in detail how this project or program will meet and support the City of Victoria's Strategic Plan Objectives.**

## **Objective 1: Innovate and Lead AND Objective 13 Demonstrate Regional Leadership:**

The LifeCycles Fruit Tree Project is the oldest and largest of its kind in North America. It brings in more than double the amount fruit with less than half the staff of any other project in Canada. Our pick site and systems (although badly needing to be updated) are the most innovative of any other known systems for this type of project. We field questions from other projects throughout Canada and beyond on how to better run their project. We are piloting a farm gleaning pilot this year using the success, networks, and systems of the Fruit Tree Project to bring local vegetables to the people who need them most. We continue to be bold, innovative leaders bringing people together. With the right support, our Fruit Tree Project can scale up and provide even more support regionally and beyond.

## **Objective 2: Engage and Empower the Community, AND Objective 7: Facilitate Social Inclusion and Community Wellness:**

Last year the LifeCycles Fruit Tree Project recruited, trained and engaged 168 key volunteers and harvest leaders, who put in 1059 volunteer hours towards picking and redistributing fruit through 45 social service agencies, neighbourhood houses, and community associations. We engaged 218 home owners in the project and delivered 30 canning and food preservation workshops, reaching 25,550 individuals. The Fruit Tree project engages people from all walks in outdoor recreation which requires problem solving and teamwork. Special fruit tree picks are organized for various groups such as SOLID (Society of Living Intervenes Drug Users), Garth Homer Society, Inclusion Works, Vic West Community Centre and others to enhance participants' quality of life and encourage social Inclusion.

## **Objective 4: Build the Financial Capacity of the Organization:**

LifeCycles' strategic planning process over the last 3 years has focused on diversifying funding. To this end we are building our individual supporter base and bringing a social enterprise or fee-for-service component into many of our program areas.

The innovation of our Fruit Tree Project includes a long-standing social enterprise component which boasts strong partnerships with established socially minded and locally owned businesses. Rather than accrue the capital investment cost of food processing infrastructure and expertise, we have partnered with leaders in the field who can help facilitate product development within their existing facilities. Our Social Enterprise Coordinator has spent this past winter and spring taking a high-level view of what products are currently meeting our social enterprise objectives, and identified opportunities for expansion. He generated and screened ideas for new products and presented the feasibility of a new revenue positive product to the organization: LifeCycles Backyard Blend Hard Cider. Throughout this process he consulted an advisory board made up of experienced business and nonprofit leaders. If successful, this single product has the ability to support 25% of our Fruit Tree Project operations costs.

## **Objective 8: Enhance and Steward Public Spaces, Green Spaces and Food Systems AND Objective 6: Make Victoria More Affordable:**

LifeCycles Fruit Tree Project enhances Victoria food systems and invites citizens to take part. We help



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people to gain the knowledge and skills to pick fruit, prune, water, and take care of their fruit trees over the long term. To ensure that an abundance of fruit trees thrives into the future we teach people to graft, plant and steward regionally adapted fruit tree seedlings. The Fruit Tree Project offers free local fruit to anyone who wants to pick it. In addition, last year the project provided fresh, local fruit to more than 15,744 food insecure people in Victoria.

## **Objective 11: Steward Water Systems and Waste Streams Responsibly AND Objective 12: Plan for Emergencies Including Climate Change Short and Long-Term:**

Last year the project harvested and redistributed 32,000lbs of fruit that would have otherwise gone to waste. This avoided greenhouse gas emissions associated with the corresponding amount of food waste and the food miles saved from not needing to import the equivalent amount of fruit. This year we aim to harvest 40,000lbs of fruit. From a climate perspective that is equivalent to a savings of 21,739 lbs of CO<sub>2</sub> emissions.

In planning for food security in the face of climate change, LifeCycles Fruit Tree Project is also focusing on helping fruit tree owners better care for their trees and preserve the harvest. We source and graft regionally adapted and heritage fruit trees that will be resilient in the face of climate change, and redistribute the seedlings to citizens keen to plant them in Victoria's backyards and boulevards. These activities help to safeguard our future food sources in the face of emergencies.

How many will benefit from the project or program? 25,550 Percentage of these are Greater Victoria Residents 100%

Who is your target audience? Food insecure and vulnerable populations, fruit tree owners, those wanting to get engaged in local food systems



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## SECTION 5. PROJECT OR PROGRAM FINANCIAL INFORMATION

Please attach a detailed breakdown of all expenses for this application.

What is the project or program: Total Cost \$55,000 Amount Requested \$ 30,000

Administrative costs are capped at a maximum of 18% of total budget. Indicate the percentage of administrative costs: 15 %

How much is the organization contributing to this project or program? \$ 25,000

Please indicate the funding sources for this application:

☐ Government funding

Organization Name	Contact Person	Phone Number	Amount

☐ Corporate sponsorships

Organization Name	Contact Person	Phone Number	Amount

☐ Matching funds

Organization Name	Contact Person	Phone Number	Amount
United Way	Tara Tagart	250-220-7359	\$ 10,000
Victoria Foundation	Carol Hall	250-381-5532	\$ 8,000

☐ In-Kind contributions

Organization Name	Contact Person	Phone Number	Amount

☐ Waived fees and charges

Organization Name	Contact Person	Phone Number	Amount

☐ Other

Organization Name	Contact Person	Phone Number	Amount
Social enterprise income	Tim Fryatt	(250) 383-5800	\$5,000
Donations	Mary Tooley	(250) 383-5800	\$2,000

Grand Total of Other Funding Sources \$ 25,000

Partial funding may be available. Will the project occur without full funding by the grant? Yes

If you do not receive full funding, what is the impact to the organization and project or program. Please provide an explanation below.

The Fruit Tree Project is our biggest and most well known organizational project. With partial funding the basic program would still run this fall, however this would mean that LifeCycles would have to move funds away from other programs and possibly reduce staff hours. This would affect our ability to move ahead



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with our social enterprise as planned, and cause us to scale down the educational (including sharing of fruit trees to victoria citizens and boulevards) and systems update components of the program. If other funds could not be sought, this would affect future seasons.

## SECTION 6. PROJECT OR PROGRAM TIMELINE

Project or program dates From: August 2015 To: December 31, 2015

Project or program location: Various Backyards and Service Providers across Greater Victoria

Project or program timeline and major milestones.

Date	Milestone
August- October	Harvesting and Redistributing Fruit and Produce
August- October	Hosting canning and fruit preservation workshops
August- December	Recruiting fruit tree owners, fruit tree volunteers and streamlining systems
August-December	Promoting Fruit tree stewardship through educational materials and on-site workshops open to the public at Welland Legacy Orchard
November-December	Distributing fruit trees grafted by the Fruit Tree Project and project partner GRAFT for backyards and boulevards
November- December	Strengthening and implementing Social Enterprise, value added products, marketing and production
November-December	Create open source app for food picking sign up system

## SECTION 7. PROJECT OR PROGRAM VOLUNTEERING

How many volunteers will work on this project or program? 130 Total volunteer hours required: 794.25

Can the project or program occur without volunteer support? ☒ No

## SECTION 8. PUBLIC ACKNOWLEDGEMENT

All grant recipients are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the City's funding support?

☒ Website

☐ Newspaper Advertisement

☒ Social Media

☒ Newsletter

☐ Sponsor Plaque

☒ Annual Report

☐ Other \_\_\_\_\_

## SECTION 9. DECLARATION

I am an authorized signing officer of the organization and I certify that the information given in this application is correct. I agree to the following terms:

- The organization will be in compliance with all applicable municipal policies and bylaws
- The organization will publicly acknowledge the grant awarded by the City
- The organization is in good standing with either: (1) the Province of BC as a registered Society or (2) the Canada Revenue Agency as a registered Charity





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- The organization is not in arrears with the City
- The organization is not in bankruptcy or seeking creditor protection
- The grant application meets all the eligibility requirements of the City's Grant Policy

Position: Executive Director

Name: Maurita Prato

Date: June 25<sup>th</sup>, 2015

Signature:

A handwritten signature in black ink, appearing to read 'Maurita Prato', written over a light blue rectangular background.



City of Victoria 2015 Budget - Fruit Tree Project								
EXPENSES		August	September	October	November	December		
Wages & Salaries								
Co-ordinator		1,958.00	2,447.50	2,447.50	1,958.00	1,958.00		
Director		826.88	826.88	826.88	826.88	826.88		
Canada Summer Jobs		1,984.50	0.00	0.00	0.00	0.00		
Social Enterprise		882.00	882.00	882.00	882.00	882.00		
Harvest Support		1,984.50	1,984.50	1,984.50	595.35	0.00		
Contractors & Honoraria		0.00	0.00	0.00	0.00	0.00		
Professional Development		0.00	0.00	0.00	0.00	0.00		
Materials & Supplies		800.00	3,785.00	400.00	1,750.00	0.00		
Volunteer Appreciation		0.00	0.00	0.00	1,050.00	0.00		
Equipment		0.00	0.00	0.00	300.00	0.00		
Printing		250.00	200.00	150.00	0.00	0.00		
Office & Postage		0.00	0.00	0.00	0.00	0.00		
Phone and Internet Costs		0.00	0.00	0.00	0.00	0.00		
Travel		0.00	0.00	0.00	0.00	0.00		
Bank & Interest		0.00	0.00	0.00	0.00	0.00		
Computer Costs		0.00	0.00	2,000.00	1,500.00	0.00		
Audit and External Accounting Costs		0.00	0.00	0.00	0.00	0.00		
Rent and Other Occupancy Costs		266.09	266.09	266.09	266.09	266.09		
Amortization		0.00	0.00	0.00	0.00	0.00		
Insurance (premises & directors)		0.00	0.00	0.00	0.00	0.00		
Van Costs (ins, fuel, R&M)		235.05	235.05	235.05	235.05	235.05		
Overhead and Admin		1,500.00	1,500.00	1,500.00	1,500.00	1,500.00		
							Total Expenses	
Total Expense		10,687.02	12,127.02	10,692.02	10,863.37	5,668.02	50,037.43	
Wages & Salaries	Harvest Coordinator/ Social Enterprise: aug-oct 35 hrs; Nov 25hrs; Dec 10hrs;							
	Fruit Tree Program Coordinator: 20 hrs a week, except for in our busiest months September and October							
	Director Support: 6 hr/wk							

[illegible]